



Peggy Conlon
President & CEO

April 23, 2008

The Honorable Kevin J. Martin
Chairman
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

RE: MB DOCKET NO. 04-233
Report on Broadcast Localism and Notice of Proposed Rulemaking

Dear Chairman Martin:

As the FCC considers certain changes to its rules and policies to promote localism, the Ad Council respectfully urges that the FCC consider broadcasters' extraordinary support of our PSAs which serve a myriad of local issues and needs.

Every year, the Ad Council garners approximately \$1.2 billion in donated media from broadcasters for its PSA campaigns which addresses many of the country's most pressing social issues. While nationally produced, either in partnership with a nonprofit or the federal government, Ad Council PSAs address issues impacting local communities in the areas of health and safety, education and community.

Notably, Bonneville Radio Chicago stations including WDRV-FM/WWDV-FM, WILV-FM and WTMX-FM have been steadfast supporters of the Ad Council's PSAs, demonstrating that they care about their listening audience's issues and needs.

The Bonneville Radio Chicago stations have supported a wide variety of issues facing the local community. These radio stations have given voice and exposure to critical issues impacting Chicago including autism, adult and childhood obesity, cyberbullying, emergency preparedness, global warming, literacy, high school drop-out prevention, mentoring, minority education, online sexual exploitation, reducing gun violence, wireless amber alerts and youth reckless driving.

By supporting these PSA campaigns, these stations have raised awareness, inspired action and helped to drive significant positive change in Chicago. We urge the FCC to consider Bonneville Radio Chicago stations' support of our PSAs as one way in which they demonstrate their ongoing commitment to local communities and needs.

Sincerely,

A handwritten signature in cursive script that reads "Peggy Conlon".